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intro

Being a curious voice and intuitive collaborator has seen a perpetual evolution defined by sharp adaptability, fervent innovation, fruitful discussions, ideas and solutions, as well as productive intuition that yields results, guides consumers, meets briefs and productively engages.

Beyond my creativity also lies a strategic, organisational individual that maintains high standards for quality and accuracy, and delivers a high volume of work that anticipates readers' and authors' needs throughout content and book life cycles (and workflows). This also means a careful consideration of industry trends, best practices and an interest in news, events, varied worldviews and general knowledge.

This story is one of a content and language specialist, and it is afoot. Text ligatures? None of that. Oxford Comma? If it's consistent. Marked up? You bet. Proofread? Yup. Inspired by a good ole style sheet? Always.

University of Pretoria **2014-2016**

Baccalaureus Informationis Scientiae degree (BIS) in Publishing with a minor in Afrikaans. Graduated with 5 distinctions.

Stellenbosch University **2017**

Postgraduate course in Editing Methodology. *With distinction, an award and a scholarship.*

AAA School of Advertising **2018**

Executive postgraduate course in Copywriting. *With distinction.*

AAA School of Advertising **2020**

Postgraduate course in the fundamentals of user interface design (UI) and user experience (UX) design. *With distinction.*

London School of Journalism **2023-PRESENT**

Feature Writing & Editing postgraduate certification for Journalists, Editors and Writers in the global media landscape.

education

Book Publisher, Senior Editor & Copywriter

NATASHA VAN NIEKERK



skills

- ✕ Advanced content information conceptualisation
- > Research & strategy
- ✕ Advanced typesetting & layout – print & e-books
- > Copy-editing and proofing
- ✕ Advanced language editing & story threading
- [Developmental & structural] editing
- ✕ Creating and applying house styles, style sheets & best language practices
- ✕ Experience in trade & scholarly publishing sectors
- ✕ Digital and litho printing
- E-book prep & optimisation
- > Copyright acquisitions
- > Industry trends & reader preferences research & competitor analyses
- ✕ Pre- & print production
- > Book proposals, publishing contracts & royalties
- > Project briefing & quality control
- ✕ Working on multiple titles at once & adhering to publishing schedule
- ✕ Non-fiction & fiction – Afrikaans and English
- > Getting a book to market – interdepartmental collaboration

References upon request



Strong collaboration with authors

Versed in book production

Language edited over 70 books

Published over 30 titles

Content development strategist

Advanced Adobe Creative Suite

Advanced typesetting & layout

Experienced across the publishing process

OCT 2023 - PRESENT

Writer & Editor/QC The Youth Agency
(contract)

Writing for a New York creative agency cultivated nuanced global exposure, working on a variety of brands while developing effective, enticing content journeys and integrated stories. Quality control included editorial strategy, planning, collaboration, management and execution of short and long form content.

JUL 2022 - JUN 2023

TTL Copywriter 99 cents

Writing for Ackermans in a big advertising agency saw the utilisation of many campaigns come to life across radio, television, social media and paid media. Collaboration meant the creation of effective communication strategies.

JAN 2017 - PRESENT

Senior Language Editor Freelance

A qualified language editor with over 70 published monographs under my belt, from structural editing and story development, to copy-editing, proofing and quality control. This has also meant a strong instinct for working with authors and storytellers.

DEC 2020 - JUL 2022

Creative & Publishing Lead Lorem Ipsum

I co-founded a small independent press in Cape Town that specialises in helping authors self publish and access a global market through digital printing and hybrid publishing practices empowered storytellers. Bespoke marketing services also took place for select clients.

OCT 2019 - DEC 2020

Senior Creative Faircape Group

Part of an in-house marketing team responsible for the marketing of over six sub-companies. Time spent conceptualising and strategising content across print and digital.

AUG 2017 - SEPT 2019

Book Publisher African Sun Media

Starting as a publishing intern, I went on to work with the entire publishing process. I language edited manuscripts, managed projects, as well as the typesetting, layout design, production, author care, marketing and distribution of publications.

experience